



NEWS

73-2

TO: ALL AUSTIN/MG, TRIUMPH AND JAGUAR DISTRIBUTORS AND DEALERS

RE: 1974 RADIO PROGRAM AND APPLICATION

The car radio is without a doubt the most popular accessory and there is hardly any car on the road that does not have a radio.

When selling a new car, the cost of a radio to the customer is a very small amount in the total value of the transaction and, therefore, this is the best time to sell a radio. From the customer's point of view, if his car is equipped with a radio it will bring him more money on resale than a car without one.

The most popular radio is the low-cost AM radio. The AM/FM radio has increased in popularity especially for those who like to listen mostly to music, because the transmission along the FM band is free of most interferences and generally the FM stations offer more selections of music and less commercials.

All AM and AM/FM radios marketed by British Leyland are fully transistorized with solid state components for better performance and maximum reliability.

The very latest advance in solid state circuits plus integrated micro circuits with modular construction has resulted in the most compact and reliable AM/FM stereo radio which British Leyland markets for all ranges of their 1974 model cars.

This radio reproduces stereo sound with uncanny fidelity and rates with the best equipments available today on the market.

British Leyland radios are designed and made by Bendix and Motorola - large domestic manufacturers of car radios, which insures a service network throughout the U.S.A.

The British Leyland range and application of radios is as follows:

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1974 Radio Program
October 1973
page two

73-2

<u>part no.</u>	<u>model</u>	<u>description</u>	<u>supplier</u>
HAC730	MGB/GT MGB Tourer MG Midget A/Marina	AM Radio	Bendix
HAC730M	MGB/GT MGB Tourer MG Midget A/Marina	AM Radio	Motorola
HAC731	MGB/GT MGB Tourer MG Midget A/Marina	AM/FM Radio	Motorola
HAC732	MGB/GT MGB Tourer MG Midget A/Marina	AM/FM Radio	Bendix
HAC733	A/Marina (only)	AM/FM Multiplex Radio	Bendix
*HAC744	MGB Tourer MGB/GT	Speaker Kit	Bendix
V350	TR6 Spitfire	AM Radio	Bendix
V480	TR6 Spitfire	AM/FM Radio	Bendix
**HAC722	TR6 Spitfire	AM Radio (head only)	Bendix
**HAC723	TR6 Spitfire	AM/FM Radio (head only)	Bendix
BLM7	Jaguar XJ6 & XJ12 V12	AM/FM Multiplex Radio	Motorola
BLM8	Jaguar XJ6 & XJ12 V12	AM/FM Multiplex Radio	Motorola

(cont.)

1974 Radio Program
October 1973
page three

73-2

- * Note: this kit may only be used with either the BLM7 or BLM8 multiplex radio.
- ** Note: to be used when supplies of V350 and V480 are exhausted.

All radios are immediately available from stock.



L. Mazzuchetti
Parts Accessories Supervisor

LM/mh